

**ENTREPRENEURIAL INTENTION
AMONG POSTGRADUATE STUDENTS OF UUM**

MOHD ASYRAF BIN AHMAD

**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
JUNE 2015**

**ENTREPRENEURIAL INTENTION
AMONG POSTGRADUATE STUDENTS OF UUM**

By

MOHD ASYRAF BIN AHMAD

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia
in Fulfillment of the Requirement for the Degree of Master of Science (Management)**

PERMISSION TO USE

In presenting this dissertation in partial fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation. It is understood that any copying or publication or use of this dissertation parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation.

Request for permission to copy or make other use of materials in this thesis, in whole or in part should be addressed to

Dean of Othman Yeop Abdullah Graduate School of Business

UNIVERSITI UTARA MALAYSIA

06010 UUM Sintok

Kedah Darul Aman

Malaysia

ABSTRACT

The main purpose of this study is to analyze the entrepreneurial intention of postgraduate students of Universiti Utara Malaysia (UUM). The study is coherent with the effort to encourage the involvement of Malaysian in starting a business. Therefore, the study used the Theory of Planned Behaviour by Ajzen (1991) to identify the factors that influence the entrepreneurial intention among postgraduate students of UUM. 370 respondents comprising masters, DBA and PhD students were involved in this study. Using survey method, 370 questionnaires were distributed and only 352 responses were analyzed to test the hypothesis, hence achieve the objectives of the study. The findings show that attitude toward entrepreneurship, perceived behavioural control and subjective norms have positive relationship with entrepreneurial intention among postgraduate students of UUM. Based on the regression analysis, PBC is the strongest predictor for entrepreneurial intention while attitude of students on entrepreneurship is the weakest predictor for their intentions to become entrepreneurs. Further analysis on the differences of student's intentions to become entrepreneurs between two groups (students with business parents and students with non-business parents) shows a significant result. Students with business parents has higher intention to become entrepreneurs than the other group. The study hopes to assist the responsible parties that involve in the effort to encourage the entrepreneurial activities for example the university in developing and producing more graduates that have high interests on entrepreneurship.

Keywords: entrepreneurial intention, attitude toward entrepreneurship, perceived behavioural control, subjective norms, postgraduates, UUM

ABSTRAK

Tujuan utama kajian ini ialah untuk menganalisa kecenderungan keusahawanan dalam kalangan pelajar pascasiswazah Universiti Utara Malaysia. Kajian yang dilaksanakan selari dengan usaha mengalakkan penglibatan rakyat Malaysia dalam bidang keusahawanan. Oleh itu, pengkaji memilih Teori tingkah laku terancang (TPB) daripada Ajzen (1991) bagi mengenalpasti faktor-faktor yang mempengaruhi kecenderungan keusahawanan dalam kalangan pelajar pascasiswazah di UUM. Seramai 370 responden yang terdiri daripada pelajar peringkat sarjana dan doktor falsafah telah terlibat dalam kajian ini dan daripada 370 borang soal selidik yang telah diedarkan hanya 352 soal selidik yang digunakan untuk analisis seterusnya. Dapatan kajian menunjukkan sikap terhadap keusahawanan, persepsi terhadap kawalan tingkah laku dan persepsi terhadap norma memberi kesan yang positif terhadap kecenderungan keusahawanan dalam kalangan pelajar pascasiswazah UUM. Melalui analisis regresi, persepsi terhadap kawalan tingkah laku ialah faktor utama dalam menentukan kecenderungan pelajar melibatkan diri dalam aktiviti keusahawanan. Sikap terhadap keusahawanan merupakan faktor paling kurang berkesan dalam membentuk kecenderungan keusahawanan pelajar. Hasil kajian juga mendapati, terdapat perbezaan yang signifikan diantara pelajar yang mempunyai ibu bapa terlibat dengan perniagaan dengan pelajar yang mempunyai ibu bapa bukan peniaga terhadap kecenderungan keusahawanan. Pelajar yang ibu bapa mereka terlibat dalam perniagaan mempunyai kecenderungan keusahawanan lebih tinggi berbanding pelajar yang ibu bapa mereka tidak terlibat dengan perniagaan. Dapatan kajian ini diharap dapat membantu pihak yang terlibat dalam menggalakkan aktiviti keusahawanan terutamanya pihak universiti bagi melahirkan lebih ramai graduan yang berminat berkecimpung dalam bidang keusahawanan.

Kata Kunci: kecenderungan keusahawanan, sikap, persepsi kawalan tingkah laku, norma, pascasiswazah, UUM

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious, the Most Merciful

Alhamdulillah

Thank you My Heart, Hajjah Puan Mariam Binti Mustafa. You are undoubtedly the greatest mom for me. May Allah graces and blesses you with lots of kindness in this world and also hereafter.

Al-Fatihah

Allahyarham Haji Ahmad bin Hasan

Ayah, you are the reason I am able to come this far. You wished to see your sons and daughters got into the university. Here am I, Ayah! May Allah bless your soul my love.

Blood is thicker than water

Abang Nasir, Kak Murni, Kak Mawar, Kak Masni, Abang Mushi, Ah

Thank you to my loud, caring, and supportive brothers and sisters. Without you guys, I think I would not be able to reach this position. May our bond grows stronger with His blessings.

Kak Ida, Abang Di, Abang Nazri, Kak Tiqah

Thank you my in-laws for coming into our big family. I might not be the best brother in law, but I do appreciate your presence.

Dr Ooi Yeng Keat

Passion for tennis brought us to this study.

Thank you for your advices, guidance, comments, thoughts and passion.

Xie xie ni.

Thank you my lovely Teachers and supportive Friends,

Prof Afifah, Dr. Ismael, Dr. Arfan, Dr. Sany, En. Rejab, Dr. Shahril, Dr. Subra, Dr.
Solehuddin, Dr. Hamzah, and Dr. Nazim

Terima kasih! Thank You! Shukran!

The XOXOs: Nana, Ramdane, Nibras,

The Crazies: Ikhwan, Kuughan,

Big Brothers: Muhammad, Rabee, Aqeel

The Kind Hearts: Awin, Hanis, Ali, Abdullahi, Diana, Tuan Zaini, JJ, Naveed

Finally, big thanks to the Aunties and Uncles Cleaner UUM staffs.

TABLE OF CONTENTS

Title	Page
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems Statements	2
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Scope of Study	8
1.6 Organizational of Study	9
1.7 Definition of Key Terms	10
 CHAPTER TWO: LITERATURE REVIEW	 11
2.1 Introduction	11
2.2 Entrepreneur	11
2.3 Entrepreneurship	13
2.4 Entrepreneurial Intention	15
2.5 Theory of Planned Behavior	17
2.5.1 Attitude toward entrepreneurship	18
2.5.2 Perceived behavioral control	20
2.5.3 Subjective norms	22

2.6 Impact of Parents involvement in business on entrepreneurial intention	23
2.7 Conclusion	25
CHAPTER THREE: METHODOLOGY	26
3.1 Introduction	26
3.2 Research Design	26
3.3 Research Framework	28
3.4 Hypothesis of Study	29
3.5 Population of Study	29
3.6 Sampling Techniques	30
3.7 Measurement of Constructs	30
3.7.1 Measurement of Demographic Factors	31
3.7.2 Measurement of Planned Behaviour Theory	31
3.7.3 Measurement of Entrepreneurial Intention	35
3.7.4 Unit of Analysis	37
3.8 Data Collection Procedure	37
3.9 Reliability of Instruments	39
3.10 Data Analysis	41
3.10.1 Data Normality	41
3.10.2 Descriptive Statistics Analysis	42
3.10.3 Inferential Statistics Analysis	42
3.11 Conclusion	45
CHAPTER FOUR: ANALYSIS AND PRESENTATION OF THE FINDINGS	46
4.1 Introduction	46
4.2 Data Screening and Cleaning	46
4.3 Response Rate	47
4.4 Descriptive Statistics Analysis	48
4.4.1 Test of Non-response Bias	48

4.4.2 Profile of Respondents	49
4.4.3 Normality of Data	52
4.4.4 Reliability Test	52
4.4.5 Validity Test	53
4.4.5.1 Content Validity	54
4.4.5.2 Construct Validity	54
4.5 Correlation Analysis	56
4.6 Hypothesis Testing	57
4.6.1 Regression Analysis	57
4.6.2 Independent Sample t-test	59
4.7 Conclusion	61
CHAPTER FIVE: DISCUSSION AND RECOMMENDATIONS	62
5.1 Introduction	62
5.2 Discussion	62
5.3 Attitude toward Entrepreneurship	64
5.4 Perceived Behavioural Control	65
5.5 Subjective Norms	66
5.6 Parents Involvement in Business	68
5.7 Limitations of the Study	69
5.8 Recommendations	69
5.9 Conclusion	71
REFERENCES	72

LIST OF TABLES

Table	Page
Table 2.1 Definitions of entrepreneur	12
Table 3.1 Three Elements of Planned Behaviour Theory and their Items Number	31
Table 3.2 35-items of Planned Behaviour Theory's Dimensions and the Sources	32
Table 3.3 Rating Scale and Description	34
Table 3.4 Number of Items for Entrepreneurial Intention Questionnaire	35
Table 3.5 Items of Entrepreneurial Intention	36
Table 3.6 Criterion for Acceptability	39
Table 3.7 Reliability Values of the Dimensions of Planned Behaviour Theory	40
Table 3.8 Reliability Value for Entrepreneurial Intention	40
Table 3.9 Correlation coefficient values	43
Table 3.10 Summary of elements of the study and their types of data analysis	44
Table 4.1 Response rate on distributed questionnaires	47
Table 4.2 Result on Test of Non-response bias	49
Table 4.3 Demographic statistics for the profile of respondents	50
Table 4.4 Descriptive analysis on Entrepreneurial intention	51
Table 4.5 Descriptive Statistics of Reliability	53
Table 4.6 Constructs of the Study and their Factor Loading	55
Table 4.7 Correlation analysis on the Variables	57
Table 4.8 Regression analysis on the Variables	58
Table 4.9 Mean Differences between the two Group of Respondents	60
Table 4.10 Independent sample t-test analysis between two groups of respondents on intention (a,b,c)	60

LIST OF FIGURES

Table		Page
Figure 2.1	Ajzen's theory of planned behaviours (1991)	17
Figure 3.1	Research Framework for the Study	28

LIST OF ABBREVIATIONS

ATE	Attitude toward Entrepreneurship
BCIC	Bumiputera Commercial and Industrial Community
DBA	Doctoral of Business Administration
EI	Entrepreneurial intention
EIQ	Entrepreneurial intention Questionnaires
FL	Factor Loading
GEM	Global Entrepreneurship Monitoring
H	Hypothesis
KMO	Kaiser-Meyer-Olkin
MARA	Majlis Agama Rakyat
PBC	Perceived behavioural control
PhD	Doctor of Philosophy
SME	Small-Medium Enterprise
SN	Subjective norms
SPSS	Statistical Packages for Social Science
TPB	Theory of Planned Behaviour
TUS	Graduate Entrepreneur Fund
UUM	Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to the latest Malaysia Education Blueprint for Higher Education (2015-2025) which was presented by the current Prime Minister of Malaysia, Dato' Seri Haji Najib Abdul Razak, there are ten key shifts that will be the road map for Malaysia education. One of the ten shifts is to produce a holistic, entrepreneurial and balanced graduates. Based on the current blueprint, it highlights the importance of entrepreneurship for graduates to get involved with. This is one of the approaches by the government to encourage the graduates to acquire necessary skills and knowledge to be entrepreneurs thus increasing the number of start-ups in Malaysia.

The Minister of Education, Tan Sri Muhyiddin Yassin further elaborates on the Malaysia Education Blueprint for Higher Education or PPPM-PT (2015-2025):

“The PPPM-PT can be done through the integration of graduates’ CGPA and entrepreneurial mind set. Besides that, the blueprint encourages students to be the job creators instead of job seekers.”

The explanation clearly shows the high expectation and believes from the Government towards current and future graduates in Malaysia to create their own job.

The contents of
the thesis is for
internal user
only

REFERENCES

- Abdullah, M. A. (1999). The accessibility of the government-sponsored support programmes for small and medium-sized enterprises in Penang. *International Journal of Urban Policy and Planning*, 16(2), 83-92.
- Agyemang, I. K., Deh, I. Y. & Yeboah, S. A. (2013). Socio-demographic effects in factors that shape decision to start own business. *Journal of Small Business and Entrepreneurship Development*, 1(1), 34-41.
- Ahmad, N., & Seymour, R. (2008). Defining Entrepreneurial Activity: Definitions Supporting Frameworks for Data Collection. *SSRN Journal*.
- Ahsgs.uum.edu.my (2015). Master of Science (Technopreneurship). Retrieved 3 May 2015, from <http://ahsgs.uum.edu.my/index.php/academics/soc/55-msctechno>
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice Hall.
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52(1), 27-58.
- Ariff, M. & Syarisa, Y. A. (2003). Strengthening entrepreneurship in Malaysia. Malaysian Institute of Economic Research, Kuala Lumpur.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior And Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. (2005). *Attitudes, personality and behaviour* (2nd ed), Berkshire, England: Open University Press.
- Ajzen, I. (2011). Behavioural interventions: Design and evaluation guided by the theory of planned behaviour. In M.M. Mark., S.I. Donaldson, & B.C. Campbell (Eds.) *Social psychology for program and policy evaluation*. 74-100. New York: Guilford.
- Ajzen, I. (2012). The theory of planned behaviour. In Lange, P A. M., Kruglanski, A. W. & Higgins, E. T. (Eds) *Handbook of theories of social psychology*, 1, 438-459, Sage, London, UK.
- Akenbi, S. T. (2013). Familial factors, personality traits and self-efficacy as determinants

- of entrepreneurial intention among vocational based college of education students in Oyo state, Nigeria. *The African Symposium*, 13(2), 66-76.
- Allen, I. & Seaman, E. (2007). Statistics Roundtable: Likert Scales and Data Analyses.
- Amran, M. R., Rehman, K., Saif, U., Malekifar, S., & Jabeen, S. (2013). Factors affecting entrepreneurial intention among graduate students of Universiti Teknologi Malaysia. *International Journal of Business and Social Science*, 4(2), 182-188. ISSN 2219-1933.
- Arum, R., & Müller, W. (2004). *The reemergence of self-employment*. Princeton, N.J.: Princeton University Press.
- Autio, E., H. Keeley, R., Klofsten, M., G. C. Parker, G., & Hay, M. (2001). Entrepreneurial Intent among Students in Scandinavia and in the USA. *Enterprise And Innovation Management Studies*, 2(2), 145-160.
- Bachelor of Entrepreneurship with Honours-B.Ent (Hons). Sbm.uum.edu.my. Retrieved 4 May 2015, from <http://sbm.uum.edu.my/index.php/programmes/undergraduate/b-ent-hons>
- Bagheri, A. & Zaidatol, A. L. P. (2010). Role of family and entrepreneurial leadership development of university students. *World Applied Sciences Journal*, 11(4), 434-442.
- Bagozzi, R., Baumgartner, J., & Yi, Y. (1989). An investigation into the role of intentions as mediators of the attitude-behavior relationship. *Journal of Economic Psychology*, 10(1), 35-62.
- Barringer, B., & Ireland, R. (2006). *Entrepreneurship*. Upper Saddle River, N.J.: Pearson Prentice Hall.
- Basu, A. & Virick, M. (2008). Assessing entrepreneurial intention amongst students: A comparative study. *National Collegiate Investors & Innovators Alliance*, 79-86.
- Bhandari, N. C. (2013). Relationship between students' grades and school year and their intention for entrepreneurship: Some pioneering findings. *New England Journal of Entrepreneurship*, 16(1), 1-5.

- Burns, A.C. & R.F. Bush. (1995). *Marketing research*. Upper Saddle River, Prentice Hall, New Jersey.
- Cantillon, Richard (1931) [1775]. “Essai sur la nature du commerce en général”, edited and translated by H. Higgs, London: Macmillan.
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: qualitative and quantitative methods*. Third Edition. John Wiley & Sons Australia Ltd.
- Chandon, P., Morwitz, V. G. & Reinartz, W. J. (2005). Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 69(2), 1-14.
- Charney, A.H., & Libecap, G. (2000). The impact of entrepreneurship education: An evaluation of the Berger entrepreneurship program at the University of Arizona, 1985-1999, Kauffman Research Series. Kansas City, MO: Ewing Marion Kauffman Foundation.
- Charoenruk, D. (2012). Communication research methodologies: qualitative and quantitative methodology.
- Colombier, N., & Masclet, D. (2007). Intergenerational correlation in self employment: some further evidence from French ECHP data. *Small Bus Econ*, 30(4), 423-437.
- Darren, L., & Conrad, L. (2009). *Entrepreneurship and small business management in the hospitality industry*. Jordan Hill, UK: Elsevier Linacre House.
- Davidsson, P. (1995). Culture, structure and regional levels of entrepreneurship. *Entrepreneurship and Regional Development*, 7(1), 41-62.
- do Paço, A.M.F., Ferreira, J.M., Raposo, M., Rodrigues, R.G. & Dinis, A. (2011). Behaviors and entrepreneurial Intention: Empirical findings about secondary students. *Journal of International Entrepreneurship*, 9(1), 20-38.
- Douglas, E. & Fitzsimmons, J. (2006). Entrepreneurial capital and entrepreneurial intentions: A cross-cultural comparison.
- Drucker, P. (1970). Entrepreneurship in Business Enterprise. *Journal of Business Policy*, 1(1), 3-12.
- Dunn, T., & Holtz-Eakin, D. (2000). Financial Capital, Human Capital, and the Transition to Self-Employment: Evidence from Intergenerational Links. *J LABOR*

ECON, 18(2), 282-305.

Economic Planning Unit (2001). Prime Minister's Department. Eighth Malaysia Plan, 2001- 2005. *Kuala Lumpur: Government Printers*.

EIM (2011). Trendstudie MKB en Ondernemerschap; Ontwikkelingen, vooruitblik en beleids signalen (in Dutch), *EIM Report A201103*, Zoetermeer: EIM.

Fayolle, A. (2007). Entrepreneurship and new value creation: the dynamic of the entrepreneurial process. United Kingdom: Cambridge University Press.

Fayolle, A., Gailly, B., & Lassas-Clerc, N. (2006). Assessing the impact of entrepreneurship education programmes: a new methodology. *Journall Euro Industrial Training*, 30(9), 701-720.

Fini, R., Grimaldi, R., & Sobrero, M. (2009). Factors fostering academics to start up new ventures: an assessment of Italian founders' incentives. *Journal of Technology Transfer*, forthcoming.

Franco, M., Haase, H., & Lautenschläger, A. (2010). Students' entrepreneurial intentions: an inter-regional comparison. *Education + Training*, 52(4), 260-27.

Fretschner, M., & Weber, S. (2013). Measuring and Understanding the Effects of Entrepreneurial Awareness Education. *Journal of Small Business Management*, 51(3), 410-428.

Gartner, W. B. (1989). Who is an entrepreneur? Is the wrong question. *Entrepreneurship Theory and Practice*, 13(4), 47-68.

Gartner, W.B. (1985). A conceptual framework for describing the phenomenon of new venture creation. *Academy of Management Review*, 10(4), 696-706.

Gartner, W. B. (1990). What are we talking about when we talk about entrepreneurship?. *Journal of Business Venturing*, 5, 15-28.

Gartner, W. (2004). *Handbook of entrepreneurial dynamics*. Thousand Oaks: Sage.

Gasse, Y. & Tremblay, M. (2011). Entrepreneurial beliefs and intentions: A cross-cultural study of university students in seven countries. *International Journal of Business*, 16(4), 303-314.

Gelderen, M., Brand, M., van Praag, M., Bodewes, W., Poutsma, E., & van Gils, A.

- (2008). Explaining entrepreneurial intentions by means of the theory of planned behavior. *Career Development International*, 13(6), 538-559.
- Ghazali, Z., Ibrahim, N., & Zainol, F. (2012). Factors Affecting Entrepreneurial Intention among UniSZA Students. *ASS*, 9(1), 1-4,
- Gibb, A. (1999). Can we build effective entrepreneurship through management development?. *Journal of General Management*, 24(4), 1-21.
- Gibb, A. (2002). In pursuit of a new enterprise and entrepreneurship paradigm for learning: creative destruction, new values, new ways of doing things and new combinations of knowledge. *International Journal of Management Reviews*, 4(3), 233-269.
- Gravetter, F. & Wallnau, L. (2000). *Study guide for Statistics for the behavioral sciences, fifth edition*. Belmont, CA: Wadsworth.
- Gurbuz, G. & Aykol, S. (2008). Entrepreneurial Intentions of Young Educated Public in Turkey.
- Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis* (6th ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate data analysis* (7th ed.). Prentice Hall, Upper Saddle River, New Jersey.
- Hisrich, R.D., Peters, M. P. & Shepard, D. A. (2005). *Entrepreneurship*, New York: McGraw-Hill.
- Hull, D.L.; Bosley, J.J. & Udell, G.G. (1980). Renewing the hunt for the Heffalump: Identifying potential entrepreneurs by personality characteristics. *Journal of Small Business*, 18(1), 1-18.
- Iakovleva, T. Kolvereid, L., & Stephan, U. (2011). Entrepreneurial intentions in developing and developed countries. *Education + Training*, 53(5), 353-370.
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36.
- Karali, S. (2013). **The Impact of entrepreneurship education programs on entrepreneurial intentions: An application of the theory of planned behavior.**

- Karimi, S., Biemans, H., Lans, T., Mulder, M., & Chizari, M. (2008). The role of entrepreneurship education in developing students' entrepreneurial intentions. *SSRN Journal*.
- Katz, J., & Gartner, W. (1988). Properties of emerging organizations. *Academy of Management Review*, 13(3), 429-441.
- Kolvereid, L. (1996a). Prediction of employment status choice intentions. *Entrepreneurship Theory and Practice*, 20(3), 47-57.
- Kolvereid, L., & Moen, O. (1997). Entrepreneurship among business graduates: Does a major in entrepreneurship make a difference? *Journal of European Industrial Training*, 21(4), 154-160.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.
- Krueger, N. F. (1993). The impact of prior entrepreneurial exposure on perceptions of new venture feasibility and desirability. *Entrepreneurship Theory and Practice*, Fall, 5-21.
- Krueger, N. F., & Brazeal, D. V. (1994). Entrepreneurial potential and potential entrepreneurs. *Entrepreneurship Theory and Practice* (Spring), 91-104.
- Krueger, N. F., & Carsrud, A. L. (1993). Entrepreneurial intentions: applying the theory of planned behaviour. *Entrepreneurship & Regional Development*, 5(4), 315-330.
- Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5-6), 411-432.
- Kuratko, D. F. (2005). The emergence of entrepreneurship education: Development, trends,
and challenges. *Entrepreneurship Theory and Practice*, 29(5), 577-598.
- Kuratko, D. F. (2007). *Corporate entrepreneurship*. Foundations and Trends in Entrepreneurship, 2, 151-203.
- Lapista, S., Breugst, N., Heblich, S. & Patzelt, H. (2012). Intergenerational transmission of entrepreneurial intentions. *Journal of Business Venturing*, 27(4), 414-435.
- Lee, W. N., Lim, B. P., Lim, L. Y., Ng, H. S. & Wong, J. L. (2012). Entrepreneurial intention : a study among students of higher learning institution. Final Year

Project, UTAR.

- Leong, C.K. (2008). Entrepreneurial intention: an empirical study among Open University Malaysia students.
- Linan, F., & Chen, Y. W. (2006). Testing the entrepreneurial intention model on a two-country sample. Universitat Autònoma de Barcelona. Departament d'Economia de l'Empresa (Working Paper 06/07).
- Linan, F., & Chen, Y. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship Theory & Practice*, 5, 593-617.
- Linan F., Nabi, G. & Krueger, N. (2013). British and Spanish entrepreneurial intentions a comparative Study. *Revista de economía Mundial*, 33, 73-103.
- Linan, F., Urbano, D., & Guerrero, M. (2007). Regional variations in entrepreneurial cognitions: start-up intentions of university students in Spain. Paper presented at the Babson College Entrepreneurship Research Conference, Madrid, Spain.
- Lindquist, M., Sol, J., & Van Praag, M. (2015). Why Do Entrepreneurial Parents Have Entrepreneurial Children?. *Journal Of Labor Economics*, 33(2), 269-296.
- Low, M. B., & MacMillan, I. C. (1988). Entrepreneurship: Past research and future challenges. *Journal of Management*, 14(2), 139-161.
- Luthje, C., & Franke, N. (2003). The 'making' of an entrepreneur: testing a model of entrepreneurial intent among engineering students at MIT. *R&D Management*, 33(2), 135-148.
- Mahmoud, M. A., & Muharam, F. M. (2014). Factors Affecting the Entrepreneurial Intention of PhD Candidates: A study of Nigerian International Students of UUM. *European Journal of Business and Management*, 6, 17-24.
- Maiyaki, A. A., & Mouktar, S. S. M. (2011). Influence of service quality, corporate image and perceived value on customer behavioral responses in Nigerian Banks: Data screening and preliminary analysis. International Conference on Management Proceeding, 547-568.
- Maizura, Z. A. (2009). A Study of Antecedents on Entrepreneurial Intention Among Universiti Utara Malaysia (UUM) Students. Masters thesis, Universiti Utara Malaysia.

- Malebana, J. (2014). Entrepreneurial intentions of South African rural university students: A test of the theory of planned behavior. *Journal of Economics and Behavioral Studies*, 6(2), 130-143.
- Malhotra, N., Hall, J., Shaw, M., & Oppenheim, P. (2006). Marketing research : an applied orientation, Pearson Education Australia, Frenchs Forest, N.S.W.
- Marques, C., Ferreira, J., Gomes, D., & Gouveia Rodrigues, R. (2012). Entrepreneurship education. *Education + Training*, 54(8/9), 657-672.
- Matthews, C. H. & Moser, S.B. (1995). Family background and gender: Implications for interest in small firm ownership. *Entrepreneurial and Regional Development*, 7(4), 365-377.
- McMullan, W. E. & Long, W. A. (1990). Developing New Ventures: The Entrepreneurial Option. San Diego: Harcourt Brace.
- Moore, D., & McCabe, G. (2006). *Introduction to the practice of statistics*. New York: W.H. Freeman and Co.
- Moriano, J. A., Gorgievski, M., Laguna, M., Stephan, U. & Zarafshani, K. (2012). A cross-cultural approach to understanding entrepreneurial intention. *Journal of Career Development*, 39 (2), 162–185.
- Muofhe, N. J. & du Toit, W. (2011). Entrepreneurial education's and role models' influence on career choice. *South African Journal of Human Resource Management*, 9(1), 15.
- Neuman, W. L. (1994). Social Research Methods (3rd ed.). Boston: Allyn and Bacon.
- Neuman, W. L. (2005). Social research methods: Quantitative and qualitative approaches: Allyn and Bacon.
- News Straits Time Online (2015). 2015 Budget: PM Najib speech text. Retrieved from <http://www.nst.com.my/node/41524>
- Nunnally, L. C. (1967). Psychometric Theory (1st ed.) New York, USA: McGraw-Hill.
- Nunnally, J. C., & Bernstein, I. H. (1994) Psychometric theory (3rd ed.). New York, NY: McGraw-Hill, Inc.
- Nurhidayah, N., Norliya, A. K., & Nor Famiza, T. (2013). Entrepreneurial intention in doing information- related business and comparison on gender, family, discipline

- of study and family income. *Journal of Southeast Asian Research*, 2013, Article ID 202871, DOI: 10.5171/2013.202871.
- Ogundele, O. (2007). Introduction to entrepreneurship development, corporate governance and small business management. Lagos: Molofin Nominees Publisher.
- Onuoha G., (2007). Entrepreneurship. *AIST International Journal*, 10, 20-32.
- Ooi, Y. K. & Shuhymee, A. (2012). A study among university students in business start-ups in Malaysia: Motivations and obstacles to become entrepreneurs. *International Journal of Business and Social Science (IJBSS)*, 3 (19), 181-192. ISSN 2219-1933.
- Owoseni, O. O. (2014). The influence of some personality factors on entrepreneurial intentions. *International Journal of Business and Social Science*, 5(1), 278-284.
- Pallant, J. (2005). SPSS survival guide. Open University Press, Maidenhead.
- Pallant, J. (2007). A step-by-step guide to data analysis using SPSS version 15. Open University Press, Maidenhead.
- Peng, Z. (2012). Entrepreneurial intentions and its influencing factors: A survey of the university students in Xi'an China. *CE*, 3(8), 95-100.
- Remeikiene, R., D. Dumciuvienė, & G. Startienė. (2013). Explaining entrepreneurial intention of university students: The role of entrepreneurial education. *MakeLearn 2013: Active Citizenship by Knowledge Management & Innovation*, edited by V. Dermol, N. Trunk Širca, and G. Đaković, 299–307. Bangkok, Celje, and Lublin: ToKnowPress.
- Ryan, J. & Bonfield, E. H. (1980). Fishbein's a extended model: A test of external and pragmatic validity. *Journal of Marketing*, 44, 82-95.
- Saeed, S., Yousafzai, S. Y., Yani-De-Soriano, M. & Muffatto, M. (2013). The role of perceived university support in the formation of students' entrepreneurial intention. *Journal of Small Business Management*.
- Samuel, Y. A., Ernest, K., & Awuah, J. B. (2013). An assessment of entrepreneurship intention among Sunyani Polytechnic marketing students. *International Review of Management and Marketing*, 3, 37-49.
- Sandhu, M. S., Sidique, F. S., & Riaz, S. (2011). Entrepreneurship barriers and entrepreneurial inclination among Malaysian postgraduate students. *International*

- Journal of Entrepreneurial Behaviour & Research*, 17(4), 428-449. Emerald Group Publishing Limited 1355-2554.
- Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research methods for business students*. Harlow, England: Pearson.
- Sbm.uum.edu.my. (2013). Bachelor of Entrepreneurship with Honours-B.Ent (Hons). Retrieved 4 May 2015, from <http://sbm.uum.edu.my/index.php/programmes/undergraduate/b-ent-hons>
- Schumpeter J. A. (1965). *Economic theory and entrepreneurial history*. In: Aitken HG (ed) *explorations in enterprise*. Harvard University Press, Cambridge, MA.
- Sekaran, U. (2003). *Research methods for business: A skill-building approach*. John Wiley & Sons, New York, NY.
- Sekaran, U., & Bougie, R. (2009). *Research methods for business; A skill building approach* (5th ed.). West Sussex: John Wiley & Son Ltd.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill building approach* (5th ed.). West Sussex, UK: John Wiley & Sons Ltd.
- Shapero, A., & Sokol, L. (1982). Social dimensions of entrepreneurship. In C. A. Kent, D. L. Sexton, & K. H. Vesper (Eds.) *Encyclopedia of entrepreneurship*. Englewood Cliffs (NJ): Prentice Hall.
- Singh, I. (2014). Role of demographic variables in the formation of entrepreneurial intention. *IOSR Journal of Business and Management*, 16(2), 20-25.
- Sommer, L. & Haug, M. (2011). Intention as a cognitive antecedent to international entrepreneurship: Understanding the moderating roles of knowledge and experience. *International Entrepreneurship Management Journal*, 7(1), 111-142.
- Sorensen, J.B. (2007). Closure and exposure: mechanisms in the intergenerational transmission of self-employment. *Research in the Sociology of Organisations*, 25(1), 83–124.
- Tateh, O., Latip, H. A. & Awang, D. A. M. (2014) Entrepreneurial Intentions among Indigenous Dayak in Sarawak, Malaysia : An Assessment of Personality Traits and Social Learning. *The Macrotheme Review*, 3(2), Spring 2014.
- Themalaysianinsider.com,. (2015). *Government committed to strengthen SME to drive*

- economic growth, says Mustapa - The Malaysian Insider*. Retrieved 1 April 2015, from
<http://www.themalaysianinsider.com/business/article/government-committed-to-strengthen-sme-to-drive-economic-growth-says-mustapa>
- Uum.edu.my. (2015). Vision & Mission. Retrieved 1 May 2015, from
<http://www.uum.edu.my/index.php/en/visitor/the-university/vision-mission>
- Uygun, R. & Kasimoglu, M. (2013). The emergence of entrepreneurial intentions in indigenous entrepreneurs: The role of personal background on the antecedents of intentions. *International Journal of Business Management*, 8(5), 24-40.
- Van der Sluis, J., Van Praag, M., & Vijverberg, W. (2005). Entrepreneurship selection and performance: A meta-analysis of the impact of education in developing economies. *The World Bank Economic Review*, 19(2), 225-261.
- Walker, J., Jeger, M., & Kopecki, D. (2013). The role of perceived abilities, subjective norm and intentions in entrepreneurial activity. *Journal Of Entrepreneurship*, 22(2), 181-202.
- Web.malaysia-students.com,. (2015). *UNIVERSITI UTARA MALAYSIA (UUM)-Malaysia Students Web*. Retrieved 18 March 2015, from
<http://web.malaysia-students.com/universiti-utara-malaysia-uum>
- Westen, D., & Rosenthal, R. (2003). Quantifying construct validity: Two simple measures. *Journal of Personality and Social Psychology*, 84, 608 – 618.
- Wickham, P. A. (2006). *Strategic entrepreneurship*. Pearson Education.
- Yousaf, U., Shamim, A., Siddiqui, H., & Raina, M. (2015). Studying the influence of entrepreneurial attributes, subjective norms and perceived desirability on entrepreneurial intentions. *Journal Of Entrepren In Emerging Eco*, 7(1), 23-34.
- Yurtkoru, E. S., Kuscu, Z. K. & Doganay, A. (2014). Exploring the antecedents of entrepreneurial intention on Turkish university students. *Procedia- Social and Behavioural Science*, 150, 841-850.
- Zaharah, G., Nor Asmahani, I. & Fakhrul, A.Z. (2013). Factors affecting entrepreneurial intention among UniSZA students. *Asian Social Science*, 9(1), 85-93.

- Zampetakis, L.A., Anagnosti, A. & Rozakis, S. (2013). Understanding entrepreneurial intentions of students in agriculture and related sciences. *AUA Working Paper Series No. 2013-4*.
- Zealelem, T., Temtime, S.V., Chinyoka, J.P.W., & Shunda, J.P.W. (2004). A decision tree approach for integrating small business assistance schemes. *Journal of Management Development*, 23(6), 563-578.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business research methods* (8th ed.). Mason, HO: Cengage Learning.